

# IMPLEMENTATION GUIDE

## Targeted Mailing: Increasing Mammogram Screening Among the Elderly

*Using a Research-tested Intervention Program (RTIP) to develop  
a process model for program delivery in the practice setting*

Note: Refer to “Using What Works: Adapting Evidence-Based Programs To Fit Your Needs” and the handouts in Modules 4 and 5 to modify and evaluate this program to meet the needs of your organization and audience.

“Using What Works” is available online at  
[http://cancercontrol.cancer.gov/use\\_what\\_works/start.htm](http://cancercontrol.cancer.gov/use_what_works/start.htm).

To receive training on “Using What Works,” contact the NCI Cancer Information Service and speak to a Partnership Program Representative in your area. This information is available online at <http://cancercontrolplanet.cancer.gov/partners/index.jsp?cctopic=C>.

### I. Program Administration (Type of Staffing and Functions Needed)

#### Program Manager

- Provides program oversight
- Controls budgets, deadlines, supplies
- Recruits and supervises the Program Coordinator

#### Program Coordinator

- Bilingual in English and Spanish
- Identifies mammogram facilities who accept Medicare beneficiaries
- Identifies and recruits eligible participants
- Generates and mails materials to participants

### II. Program Delivery

**For additional information on modifying program materials, refer to Module 4, Handouts #2 and #6 in “Using What Works”: Adaptation Guidelines and Case Study Application.**

**A. Program Materials (All listed materials can be viewed and/or downloaded from the Products Page):**

- Implementation Guide

- **Mammography Facility Guide (Sample):** A sample listing of mammogram facilities with location and cost information.
- **Mammography Facility Guide (Template):** A template for listing mammogram facilities with location and cost information
- **Medicare Beneficiary Letter (Sample):** A sample letter to Medicare beneficiaries.
- **Medicare Beneficiary Letter (Template):** A template of the letter to Medicare beneficiaries.

## **B. Program Implementation:**

The steps used to implement this program are as follows:

Step 1: Identify mammogram facilities in the communities where the intervention will be focused and compile a list. Include facilities that provide services to Spanish-speaking participants. See the **Mammography Facility Guide (Sample)** and **Mammography Facility Guide (Template)**.

Step 2: Identify and recruit eligible participants who are non-institutionalized Medicare beneficiaries who do not have a history of breast cancer. An agreement with the organization that provides state-level data on Medicare beneficiaries may need to be established prior to implementing this intervention e.g. Quality Improvement Organization for each state or the Centers for Medicare and Medicaid Services website.

Step 3: Generate a letter to participants about Medicare coverage for mammograms, where to get mammograms in their community and statistics about breast cancer and older women. See the **Medicare Beneficiary Letter (Sample)** and **Mammography Beneficiary Letter (Template)**.

Step 4: Mail letter and Mammography Facility Guide.

## **III. Program Evaluation**

**For additional information on planning and adapting an evaluation, refer to Handouts #2-8 in Module 5 of “Using What Works.”**

For further assistance in designing and conducting an evaluation, go to the Cancer Control P.L.A.N.E.T. Web site and see Step 2: Identify potential partners to find a research partner in your area. This information is available online at <http://cancercontrolplanet.cancer.gov/partners/researcher.jsp?cctopic=0>.